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HONG KONG ANIMATION & DIGITAL ENTERTAINMENT PAVILION (23-26/3)

香港國際電影節 HK International Film Festival (23/3-6/4)

TV WORLD International Forum 電視世界國際論壇 (24/3)

數碼娛樂論壇 Digital Entertainment Summit (25/3)

hkAmf HK ASIAN-POP MUSIC FESTIVAL (27/3)

微電影支援計劃(音樂篇) 頒獎典禮暨首映禮 Award Presentation Ceremony cum Premiere (26/3)

HKMFA 頒獎典禮 Award Ceremony (26/3)

香港電影金像獎 Hong Kong Film Awards 頒獎典禮 Presentation Ceremony (19/4)

- 第十一屆香港影視娛樂博覽 11th Entertainment Expo Hong Kong
- 第十三屆香港亞洲電影投資會 13th Hong Kong - Asia Film Financing Forum
- 第三十九屆香港國際電影節 39th Hong Kong International Film Festival
- 電視世界2015 - 國際論壇 TV World 2015 - International Forum
- 第五屆數碼娛樂論壇 5th Digital Entertainment Summit
- 香港亞洲流行音樂節2015 Hong Kong Asian-Pop Music Festival 2015
- 第三十四屆香港電影金像獎頒獎典禮 34th Hong Kong Film Awards Presentation Ceremony

同期舉行活動 Concurrent Events

- 香港電影New Action 2015 - 首部劇情電影計劃 Hong Kong Film New Action 2015 - First Feature Film Initiative
- 香港動畫及數碼娛樂館@香港國際影視展 Hong Kong Animation & Digital Entertainment Pavilion@ FILMART
- 第五屆香港國際流動影片大獎頒獎典禮 5th Hong Kong International Mobile Film Awards Award Ceremony
- 第二屆微電影「創+作」支援計劃(音樂篇)頒獎典禮暨首映禮 2nd Microfilm Production Support Scheme (Music) Award Presentation Ceremony cum Premiere

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hkAmf HK ASIAN-POP MUSIC FESTIVAL

亞洲音樂一體化
Music in One Asia

中 港 台 日 韓 星 馬 泰



香港亞洲流行音樂節2015
HONG KONG ASIAN-POP MUSIC FESTIVAL 2015

主辦機構：Organiser ifpi HONG KONG GROUP
主要贊助機構：Leading Sponsor CREATEHK
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祝賀

香港亞洲流行音樂節五週年

集結亞洲力量　打造音樂盛世

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香港亞洲流行音樂節2015
HONG KONG ASIAN-POP MUSIC FESTIVAL 2015



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歡迎辭 WELCOME SPEECH

吳雨先生 Mr. Ng Yu

亞洲流行音樂節籌委會主席
Chairman of Organizing Committee Hong Kong Asian-Pop Music Festival

音樂本無疆界，現今科技更讓音樂把全世界無縫地連接起來，「香港亞洲流行音樂節」正正將亞洲不同地方的流行音樂，化零為整，匯聚到同一個舞台上。

一個夜晚，一場流行音樂的盛宴，樂壇巨星與新秀一同發光發熱，互相較勁、切磋及交流，令到舞台上火花迸發，將亞洲流行音樂界的巨大能量，盡情爆發。所以說，亞洲音樂一體化，最後得益者仍然是我們每一位的樂迷觀眾。

「香港亞洲流行音樂節」已踏入第五年，每一次都得到廣大市民及樂迷支持，現場各位熱情投入及吶喊，不但為台上亞洲各國歌手注入源源不絕的能量，亦為我們音樂節活動籌委會打下一支強心針。本屆「香港亞洲流行音樂節」，我們再下一城，首次得到泰國歌手加入，參賽單位由以往七個地區，增加至八個，包括了中國、香港、台灣、日本、韓國、新加坡、馬來西亞及泰國。舞台上的音樂表演更趨多元，可觀性百尺竿頭，令「香港亞洲流行音樂節」宏揚的宗旨及精神，更進一步受到認可及躍進。

八大地區的樂壇巨星及新晉歌手雲集同一舞台，固然令樂迷引頸以待。不得不提，在這舞台上，我們同時有機會見證一位未來的音樂巨星誕生。音樂節作為亞洲數一數二的音樂平台，雲集最優秀最具潛質的新星歌手，同場較量，由八地組成的音樂專業評委團選出一位「天之驕子」——亞洲超級新星。

去年香港區代表J Arie 脫穎而出，勇奪第四屆「亞洲超級新星大獎」，振奮香港樂壇，繼而她在樂壇的成績有目共睹。我衷心希望今年香港區代表歌手不會因為前者的佳績而感到壓力，並且能放開懷抱全力以赴。此外，令人深感鼓舞的是，歷屆參賽歌手在音樂事業方面，交出了亮眼奪目的成績表，有過去曾參賽、來自韓國的歌手N-SONIC和ANDA，歌技及舞台魅力四射，受到香港唱片公司青睞，把他們簽為旗下歌手力捧。由此可見，在「香港亞洲流行音樂節」的舞台上，每一位樂壇新星的「巨星潛質」都得到注視，甚至有機會遇上伯樂，一躍成為千里馬。

我們相信，每一年音樂節的盛會就是一次成果的累積，就讓我們以香港成為巨星搖籃的目標繼續努力！

Music has no boundaries, and today's technological advancement allows music to further unite the world in a seamless way. That is also what Hong Kong Asian-Pop Music Festival (HKAMF) is all about. It serves as an ideal platform for the wide variety of popular music across different territories in Asia to be showcased in harmony.

The night in music history will be a pop music extravaganza, where stars of the music industry and aspiring new singers compete, exchange insights and deliver out-of-this-world performances. Blazing the stage will be Asia's most powerful voices, galvanizing the crowd into frenzied heights. That is why the final winner will be every music fan, who embraces the theme "Music In One Asia".

Fifth year into its running, the HKAMF has been receiving continuing support and active participation from the audience. Not only do they channel endless dynamic energy for singers on stage, they also help boost the confidence of the music festival organising committee. Taking things to a new height, this year's HKAMF will feature singers from eight territories, instead of seven, to compete on our stage. They include the best music talents from the Mainland China, Hong Kong, Taiwan, Japan, Korea, Singapore, Malaysia and starting this year Thailand. Encompassing a more diverse mix of music in the festival will enhance viewability so that the objective of the HKAMF can be actualized and the festival will be better recognized in the industry.

As one of the most influential music platforms in Asia, the HKAMF will have highly-anticipated mega music stars and the most talented budding recording artistes from eight participating countries/regions taking the stage. An adjudication panel comprising music professionals from the eight participating countries/regions will give the most outstanding performer the Super Nova Award. We may likely be witnessing the birth of a future star.

J Arie from Hong Kong won the fourth HKAMF Super Nova Award last year. Her achievement was a booster to the Hong Kong music industry and her hard work was evidently worthwhile. I truly hope that singers from Hong Kong will do their best this year; be inspired and not pressured by precedent. It is encouraging to see participants from the previous years demonstrated outstanding achievements in their music career. N-SONIC and ANDA from Korea competed in the previous HKAMF with amazing vocal performance and stage persona. They were eventually signed by Hong Kong record companies. From this, we can see that the star qualities of every potential artiste are under the radar. The road to stardom is only a talent scout away.

We believe the HKAMF each year follows the success of that of the previous year. Let us work towards the goal of making Hong Kong a superstar launch pad.



獻辭 FORWORD

蘇錦樑太平紳士 Mr. Gregory SO Kam-leung

香港特別行政區政府 商務及經濟發展局局長
GBS, JP Secretary for Commerce and Economic Development of the Government of the Hong Kong Special Administrative Region

恭賀「香港亞洲流行音樂節」昂然踏入五周年。

「香港亞洲流行音樂節」是亞洲流行音樂界一年一度的盛事，匯聚亞洲區內的頂尖和新晉歌手來港交流，推廣香港成為亞洲流行音樂業的樞紐。音樂的盛況亦會透過電視轉播至全球多個國家及地區，推動「亞洲音樂一體化」。

商務及經濟發展局轄下的「創意香港」，已連續五年贊助「音樂節」。我們歡迎泰國歌手首次參加「亞洲超級新星」比賽，與香港、內地、台灣、日本、韓國、新加坡及馬來西亞的歌手同場切磋。

我謹代表香港特別行政區政府，感謝國際唱片業協會(香港會)舉辦「香港亞洲流行音樂節2015」。

希望大家今晚有一個豐盛的音樂盛會，並祝願「香港亞洲流行音樂節2015」圓滿成功。

Congratulations on the fifth anniversary of Hong Kong Asian-Pop Music Festival (HKAMF).

The HKAMF is an annual signature event for Asia's pop music industry. It gathers top and budding singers of Asia in Hong Kong, and promotes Hong Kong as Asia's pop music hub. To promote "Music in One Asia", the concert will also be broadcast in Asia and worldwide.

Create Hong Kong of the Commerce and Economic Development Bureau has sponsored the HKAMF for five straight years. This year, we welcome singers from Thailand joining us for the first time. They will compete for the "HKAMF Super Nova Award" with other budding singers from Hong Kong, the Mainland, Taiwan, Japan, Korea, Singapore and Malaysia.

On behalf of the Government of Hong Kong Special Administrative Region, I would like to thank the International Federation of the Phonographic Industry (Hong Kong Group) for organising the HKAMF.

I wish you all a wonderful music extravaganza tonight, and the HKAMF 2015 another great success.



歡迎辭 WELCOME SPEECH

方舜文小姐 Ms. Margaret Fong

香港貿易發展局總裁
Executive Director HKTDC

歡迎各位業界代表和樂迷參加第五屆「香港亞洲流行音樂節」。

一直以來，香港貿易發展局都積極推廣香港影視娛樂業，流行音樂是其中重要的一環。在香港特區政府創意香港的資助下，國際唱片業協會（香港會）於2011年的「香港影視娛樂博覽」期間，舉辦了首屆「香港亞洲流行音樂節」。自此，每年三月，熱愛音樂的朋友都熱切期待這項年度的大型音樂匯演，欣賞來自亞洲多個地方的樂壇巨星，雲集香港獻上精彩演出。今年，大會更首次邀請了來自泰國的新晉歌手來港，於音樂節上與其他七地的樂壇新星切磋音樂造詣，角逐「亞洲超級新星」的殊榮。

我謹代表香港貿發局衷心感謝香港特區政府創意香港的鼎力支持，令這項音樂盛事得以順利舉行。

除了透過「香港亞洲流行音樂節」推廣亞洲的流行音樂文化，香港貿發局亦繼續與國際唱片業協會（香港會）合辦「香港亞洲流行音樂節－商貿論壇」，今年論壇的主題為「拓展亞洲音樂市場，網絡平台商機無限」，邀請來自海外及本地的業界代表，探討音樂行業與不同新媒體及產品模式在亞洲的最新發展及商機。

我在此感謝各大唱片公司和新聞界對「香港亞洲流行音樂節」的鼎力支持。我相信，樂迷的熱烈參與、媒體的廣泛報導，再加上業界的力量，我們一定可以實現「亞洲音樂一體化」的活動主題。

最後，我祝願亞洲音樂行業商機無限，開創更美好的發展前景。

香港貿易發展局總裁
方舜文

A very warm welcome to industry representatives and music lovers attending the 5th Hong Kong Asia-Pop Music Festival (HKAMF).

The Hong Kong Trade Development Council (HKTDC) is dedicated to promoting Hong Kong's multimedia and entertainment industries, and pop music has always been a significant part of the entertainment business. Sponsored by the Hong Kong SAR Government's CreateHK office, the inaugural HKAMF was introduced by the IFPI Hong Kong Group at the Hong Kong Entertainment Expo in 2011. Since then, the festival, held in March each year, has become a highly anticipated annual pan-Asia music extravaganza for fans and industry players alike. Stars of the music industry from countries and territories across Asia are gathered in Hong Kong to deliver a series of exhilarating performances. This year, emerging talents from Thailand are, for the first time, vying for the prestigious Super Nova Award, competing alongside rising stars from around the region.

I extend our sincere gratitude to CreateHK for its support in helping to make this event such a great success.

In addition to the HKAMF, the HKTDC continues to co-organise the Business Forum with the IFPI Hong Kong Group. The forum this year is entitled "Light Up Music Market in Asia with Surging Digital Platform". Our distinguished speakers will discuss the development of new media, highlight innovative products in the music industry, and spotlight related business opportunities that are emerging throughout the region.

On behalf of the HKTDC, I would like to express my appreciation to all record companies and media representatives for their staunch support of the HKAMF. The convergence of ideas among creative industries, music lovers and the media will help ring in a new era for the region's music scene under the theme of "Music In One Asia".

I wish this year's Music Festival every success with abundant business opportunities for all participants in the year ahead.

Margaret Fong
Executive Director HKTDC





［HKAMF 2015］

MUSIC SHOWCASE 巨星獻藝

亞洲7地參加切磋演出歌手

Renowned artistes representing 7 regions of Asia participating in the showcase performance

香港亞洲流行音樂節邀請了亞洲七個國家及地區的超級巨星，進行音樂表演，以鼓勵業界交流並配合亞洲音樂一體化的發展。
HKAMF has invited top-ranked artistes from 7 participating countries and territories to perform in a music showcase so as to encourage music exchange and communications amongst the music industry players and to fall in line with the development of music in one Asia.





中國 CHINA　張碧晨／余楓 Zhang Bichen／YU, Feng

張碧晨 2013 年加入韓國女子組合「sunny days」而出道，曾獲得「K-POP 世界慶典」最優秀獎。2014年7月，張碧晨參加第三季《中國好聲音》，憑一曲《她說》贏得全四位導師轉身並加入那英戰隊，最終獲得第三季《中國好聲音》總冠軍。自總決賽之後，業界各類邀約不斷，除歌唱演出、演唱電影電視主題曲外，亦為時尚雜誌拍攝封面及擔任品牌代言工作。同時，張碧晨亦榮獲「華語年度最受歡迎新銳歌手」、CCTV音樂頻道「年度十大中文金曲」等多個獎項。

ZHANG, Bichen debuted as a member of a Korean female group “sunny days” in 2013.She wonThe Most Outstanding Award in "K-pop World Ceremony". In July of 2014, she joined the third season of “The Voice of China”. After performing the song “She says” in Blind Audition, all four coaches turned for her and she chose Na Ying as her mentor. She became the season’s champion finally. After that, she is being invited for jobs constantly including singing performances, singing theme songs for movies and dramas, acting as cover girl for fashion magazines and brands endorsing. She also won several music awards including “ Most Popular Chinese New Singer of the Year” and CCTV Music Channel’s “Annual Top Ten Chinese Song” etc..

余楓於2012年參加寧波人民廣播電臺主辦的《寧波好聲音》獲得年度總冠軍。其後於2014年參加第三季《中國好聲音》成為楊坤組學員，後奪得楊坤組冠軍，最終在該季好聲音總決賽中獲得季軍。此後余楓漸為觀眾熟悉，主唱了電影《全城通緝》主題曲，又與張碧晨合唱電視劇《青年醫生》主題曲，又先後參與《中國好聲音》於香港、澳門及台灣等地舉行的演唱會。余楓以「創新、敢想敢做、國際化」的形象被評為「武漢N時代偶像」。

Yu Feng won the annual champion of “The Voice of Ningbo Contest” which held by Ningbo Radio in 2012. In 2014, he joined the third season of “The Voice of China” and chose Yangkun as his mentor. He became the winner of Yangkun’s team and won second runner-up in the season’s finale. After that, Yu gains familiaity from the audience. He sang theme song for the movie “The Boundary” alone and theme song of drama“The Young Doctor” with Zhang Bichen. He also took part at the concerts of “The Voice of China” in Hong Kong, Macau and Taiwan etc.. Yu earned the title “N Generation Idol of Wuhan” because of his “Creative, Courageous and Internationalized” image.

香港 HONG KONG　林峯 Raymond Lam

演而優則唱的林峯，2007強勢加盟英皇娛樂成為旗下歌手，首張個人專輯《愛在記憶中找你》馬上奪得金唱片銷量，並成為該年度銷量最高男新人。2008年林峯發行第二張個人專輯《Your Love》，引來市場一片搶購熱潮。2009年林峯踏足紅磡香港體育館舉行《峯•情無限演唱會》並推出了第三張個人專輯《Let's Get Wet》，專輯衝破白金銷量。2009年，林峯於勁歌金曲頒獎典禮及IFPI頒獎典禮榮獲「亞太區最受歡迎香港男歌星」及「全年最高銷量本地男歌手」，樂壇地位廣受肯定。2010年第四張個人專輯《Come 2 Me》推出，並再度踏足紅館舉行《Come 2 Me Beauty Live on Stage 林峯演唱會》。2011、2012年再度奪得十大勁歌金曲頒獎典禮–亞太區最受歡迎香港男歌星，2013、2014年獲選為十大勁歌金曲頒獎典禮–最受歡迎男歌星。



With outstanding achievement in acting , Raymond Lam started his singing career and signed up by Hong Kong Emperor Entertainment Group in 2007 as a contracted singer. His first album “Love is Finding You in Memories”immediately received Gold Disk Award which also made him become the top-selling male newcomer in that year. He released his second album “Your Love” in 2008 and the sales rocketed. In 2009, he stepped on the Hong Kong Coliseum for the “Let’s Get Wet Concert” and released the third album “Let’s Get Wet” in the same year which won the Platinum Award. In 2009, Lam won the “Asia-Pacific Most Popular Male Artist Award” and “Top-selling local male singer” from TVB’s Solid Gold Top 10 Awards and IFPI Hong Kong Top Sales Music Award respectively. His singing achievement was affirmed in the music industry. He released his fourth album “Come 2 Me” and once again held his second concert “Come 2 Me Beauty Live on Stage” at Hong Kong Coliseum in 2010. He won the “Asia-Pacific Most Popular Male Artist Award” again in 2011 and 2012, and “Most Popular Male Artist Award” in 2013 and 2014 of TVB’s Solid Gold Top 10 Awards.

台灣 TAIWAN　范曉萱 ＋A Mavis Fan + A

「范曉萱+A」這個組合是由范曉萱和100%吉他手Allen在2014年一起透過生活的體驗，共同創作 / 編曲 / 製作，發行了 [冬]EP「當下」。在12/24/2014 平安夜在「吃草的魚」官方網站提供免費下載作為回饋歌迷的禮物。「當下」是這次他們從生活中體悟出也想提倡的概念，我們是否有真的活在當下，感受當下，欣賞當下？也因為如此，想到能有今天這個當下。范曉萱+A心中很感恩一直以來支持他們的樂迷，家人以及好友，於是有了「分享」的概念！把這段時間每個做音樂的當下集合起來，用平靜喜悅的心，完成這張作品，希望將音樂裡的能量，分享給各位聽眾！



The group is formed by singer Mavis and guitarist Allen in 2014. They produced an EP “Deng Har-At this moment”through common life experience. On 12 December 2014 this EP was offered free download in a music website to repay the kindness of music fans.As a concept that realized from life experience, they want to promote “Deng Har” to others and let people ask themselves whether they are living, feeling and appreciating the moment at present. Thinking of having the moment, they felt grateful to their fans, families and friends who always give them support. That was the reason why they would like to share the concept by free download. They gathered all the moments of making music, made use of peaceful but joyful hearts to finish this EP. They hope to share the power of music with their audience!



日本 JAPAN SEKAI NO OWARI

樂隊之中文譯名為「世界末日」，是現時日本最流行及創意高超的樂隊之一。四位成員包括身兼領隊、主結他手和音響製作的Nakajin，主音歌手兼意念創作人Fukase，琴鍵手兼舞台製作Saori，和負責點歌並戴上面具的搞笑歌手DJ LOVE。
最初他們成立了一個名「地球」音樂演出會所，成員在那裏共同起居，創作音樂及策劃未來。他們對音樂的熟識及緊密合作令樂隊成為當今日本最主要的演出組合之一。2015年1月他們推出的唱片「Tree-樹」坐上流行榜第一位，他們以「東京幻想」為意念的音樂會，原創意念超凡，令入場觀眾有如身處主題公園，深受日本音樂界稱頌。
SEKAI NO OWARI在2013年的流行曲「RPG」在網上得到5千9百萬次觀賞，大家可在（https://www.youtube.com/watch?v=Mi9uNu35Gmk）欣賞到他們的成績。
目前他們的演出經已遍及全日本，在9個城市的15次表演吸引了20萬樂迷，又接下了大量電視、電影及廣告工作，令他們的演出成為日本頂級表演。
SEKAI NO OWARI經過多年的努力準備，將向全球樂迷發放他們的原創音樂，SEKAI NO OWARI以驚人速度邁進，其天份將令他們躋身新一代樂壇的前列。

SEKAI NO OWARI is one of the most popular and skilled creative group in Japan.
In English, SEKAI NO OWARI means “end of the world”.
The group consists of four members: sound producer, lead guitarist, and band leader Nakajin; lead vocals and concept maker Fukase; stage producer and pianist Saori; and DJ LOVE, the clown masked DJ in charge of sound choice and comedic talk.
They started at a live music venue called club EARTH, which they created from the ground up and managed on their own. They lived there together creating music and discussing the future of the group.
Now their passion and deep connection to each other has led to their status as one of the premier music acts in Japan. In January, 2015, they released their latest album “Tree”, which charted in at #1 on the hit charts. Their originality and unique ideas are portrayed through “TOKYO FANTASY”, a concept that is full of large scale fantasy that makes audience attending the band’s live performances feel like attending a theme park, transporting fans to a completely different reality. This concept has been lauded all around the Japanese music industry.
Their success can be viewed on YouTube, as their big 2013 hit “RPG”, has reached more than 59 million views on the social video site. (https://www.youtube.com/watch?v=Mi9uNu35Gmk)
Until now, they have performed all over Japan, including an arena tour that featured 15 performances in 9 cities and brought in more than 200,000 fans. With multiple commercial tie-ups and features on TV and in movies, they have grown into one of Japan’s top acts.
And now, after years of preparation, SEKAI NO OWARI is ready to take their originality to music fans all around the world. Their talent has put them at the top of the new generation of artists while they continue to evolve at an incredible speed.





韓國 KOREA INFINITE

韓國的七人男子偶像團體，由聖圭、東雨、優鉉、Hoya、成烈、L和成鍾七名成員組成，2010年6月9日以歌曲〈再次回來吧〉（다시돌아와）正式出道。團名「INFINITE」的含義是希望團體和成員在音樂或其他方面均具有無界限的可能性。

「INFINITE」推出過多張單曲及專輯，在韓國及日本舉行過多場演唱會並於2013年首次舉行世界巡迴演唱會。團隊出道至今獲獎無數，單在2015年便獲得「第29屆韓國金唱片獎 - 唱片本賞」、「第21屆大韓民國演藝藝術賞 - 男子組合歌手賞」、「第24屆首爾音樂獎 - 本賞、韓流特別賞」、「第10屆Soompi Awards - 最佳編舞獎」及「第12屆韓國音樂大獎 - 網民票選年度組合」多個大獎。

除音樂事業外，各成員亦活躍於戲劇、綜藝表演及擔任節目主持。

INFINITE is a Korean pop idol group with seven male members, namely Sungkyu, Dongwoo, Woohyun, Hoya, Sungyeol, L, and Sungjong. They debuted with a song “Come Back Again” (다시돌아와) in June 2010. The name of the group “INFINITE” suggests that they have infinite possibility in music and other domains.

INFINITE has released several singles and albums, while performing in many concerts throughout the world. In 2013, INFINITE has successfully done their first world tour. In 2015, they won several major awards including “Golden Disk Main Award” at the 29th Korean Golden Disk Awards, “Best Male Group” in the 21st Korea Entertainment Art Awards, “Main Award” and “Special Hallyu Award” in the 24th Seoul Music Awards, and last but not least “Best Group Chosen by Viewers” in the 12th Korean Music Awards.

Besides Music, the members are also active in dramas, variety shows and MC.

新加坡 SINGAPORE 何維健 Derrick Hoh

新加坡新一代偶像派巨星，何維健的魅力溶化了所有年青人和女性的心。他擁有著活潑、浪漫、不羈和魅力四射的性格，在所有場合中都可以自然地成為中心人物。

- 奪得2013年 Mnet 亞洲音樂頒獎禮最佳亞洲藝人獎/新加坡
- 首位獲得 I Tune Store 第一位之新加坡歌手
- 海峽時報選為10位於30歲前獲得特別成就的年青才俊之一
- 其英文歌集（All I Want）中有8首歌曲打進新加坡電台FM 98.7流行榜頭20位

A new generation Singapore superstar idol who melts the hearts of teenagers and females of all ages. Derrick is always a natural chamber at events; best representative of an energetic, romantic, cheeky, charismatic personnalty.

- Winners of the 2013 Mnet Asian Music Awards (Best Asian Artist) - Singapore Awards
- First Singapore artiste to achieve #1 in Singapore I Tune Store
- Featured in the Straits Times as one of the Top ten personalities who achieved exceptional results before reaching 30
- Four out of 8 tracks in his latest English EP (All I Want) charted on Singapore’s English Radio Station FM 98.7 top 20



馬來西亞 MALAYSIA 品冠 Victor Wong

「情歌沒有品冠，世界哪有溫暖」
品冠的招牌眼鏡造型，給人第一個印象永遠是斯文、有禮，讓人沒有壓力的親切笑容，平易近人、沒有距離。

單飛後的品冠用心在自己的音樂創作中，「身邊」、「疼你的責任」、「請你相信我」、「無可救藥」、「我以為」、「更寬的肩膀」、「愛情那麼傻」等創作歌曲的每一段音符都讓人感動不已。

品冠堅持用最溫暖、最厚實的聲音帶給每位歌迷最舒服的聽覺享受，「情歌王子」、「實力派創作歌手」等稱號名副其實。溫柔、斯文、幽默、新好男人的健康正面的形象征服了許多人的心，也是許多女孩們心目中最佳情人典範。

“If love song is lack of Victor Wong’s work, there would be no warmth in the world”
With his signature look in glasses, the first image of Victor is always decent, gentle, smiling that gives no pressure to others, approachable and without distance.

After leaving his previous music group, he is attentively making his own music. Songs like “one’s side”, “duty to love you”, “please believe me”,“incurable”, “I think”, “wider shoulder” and “love that silly” wrote by him are most touching by each and every notes.

Victor persists in using his warmest and thickest voice to bring audiences the most comfortable enjoyment. He is veritable to be called “Prince of Love Song” and “The singer-songwriter with true protential”. His soft, gentle, humorous, man of honor, healthly and positive image earns the hearts of people, and may be also the best lover’s image in the girl’s hearts.



[HKAMF 2015]

SUPER NOVA CONTEST
亞洲超級新星大賽



賽制簡介

歌唱比賽分為兩個回合：

第一回合
1. 所有參賽歌手將表演一首屬於自己的歌曲以競逐香港亞洲流行音樂節2015最佳舞台演繹大獎、香港亞洲流行音樂節2015最佳歌曲演繹大獎。兩獎項第一回合完結時頒發予最高得分歌手。
2. 角逐香港亞洲流行音樂節2015超級新星大獎之參賽歌手，其最佳舞台演繹得分及最佳歌曲演繹得分將以（30：70）合併，當中最高分數的三位參賽歌手可晉身第二回合。

第二回合
1. 每一位晉級第二回合的歌手需演出一首其他歌星的流行歌曲，
2. 評審團將為三位決賽歌手的整體表現評分，最高得分歌手為香港亞洲流行音樂節2015超級新星大獎得主。

Outline of the Super Nova Contest System

There will be 2 rounds in the contest

First Round
1. Each contestant shall perform one song of own choice to compete for the entry to the Second Round for the Super Nova Award, as well as for the titles of HKAMF 2015 Best Vocal Performance Award and the HKAMF 2015 Best Stage Performance Award, to be presented at the end of the First Round.
2. The top 3 scorers to enter the second round are selected by combining the scores from the stage performance and vocal performance scores at a weighting of 30:70. Scores from each contestant's own country's/territory's adjudicator shall be excluded.

Second Round
1. Each finalist shall perform one cover song of own choice to compete for the HKAMF 2015 Super Nova Title.
2. The adjudication panel, all 8 of the members shall each give one score afresh in this round. The highest total score finalist wins the HKAMF 2015 Super Nova Title.

參賽資格簡介
Brief Qualification

參賽歌手 ：由中、港、台、日、韓、星、馬、泰八地（排名不分先後）唱片業界各自選派代表參與，該代表必須於過去三年內曾首次推出音樂CD/唱片。

Contestants : The contest is open to all new recording artistes from the participating countries/territories that have debut with record release (CD/DVD) within the last 3 years commercially. For HKAMF 2015, the countries/territories are: China, Taiwan, Japan, Korea, Singapore, Malaysia, Thailand and the host city Hong Kong. Each country's/territory's music industry association co-ordinated the nomination process are:- CADPA, RIT, RIAJ, RIAK, RIAS, RIM, TECA and Hong Kong's own IFPI (Hong Kong Group).



中國 CHINA 劉思涵 Koala Liu

1989年出生，籍貫四川的法文系高材生，自小受喜愛唱歌的雙親影响，為了參加「花兒朵朵」比賽而放棄到法國留學。2015年出版首張個人專輯「擁抱你」，隨即打入百度歌曲流行榜頭10位，被路透社稱頌為中國Adele，她於2014年奪得四個國內及一個台灣新人獎。

Koala was born in 1989 in Sichuan Province. She was an outstanding French language student but love music as affected by her parent. She gave up the opportunity of studying in France in order to participate in a singing contest. In 2015 she releases her first album "Hugging You" and her work is included in the Baidu Top Ten. The Reuters describes Koala as China's Adele. In 2014 she won 4 newcomer awards in Mainland China and one of such award in Taiwan.

香港 HONG KONG 馮允謙 Jay Fung



在香港出生，一歲半時與家人移居加拿大愛民頓，畢業於艾伯塔大學（University of Alberta），畢業後回港參加《超級巨聲3》比賽獲得亞軍出道。在參加《超級巨聲3》前，他曾於2008年代表美洲賽區參加在北京舉辦的《第十三屆CCTV青年歌手電視大獎賽》，並於2013年攻下香港樂壇頒獎禮四個新人獎。出道至今已推出3張唱片，收錄不少自己作曲的作品，為唱作俱佳的創作型歌手。

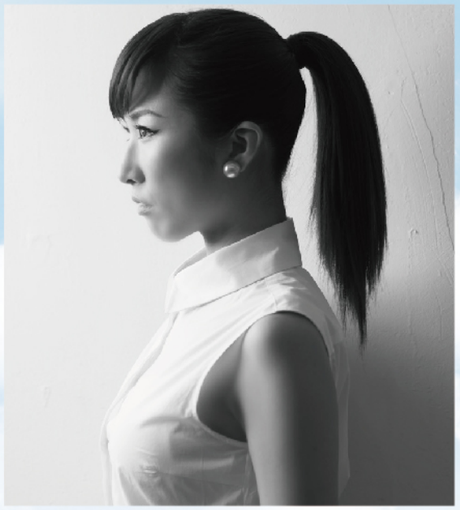
Born in Hong Kong and immigrated to Canada when still an infant, Jay returned after graduated in the University of Alberta. In 2008 he participated the 13 CCTV Young Singer TV Contest representing America Region. After graduation Jay came back to Hong Kong; participated in "The Voice 3" competition of TVB and won the runner-up award. In 2012 Jay joined Emperor Entertainment. In 2013 he won four Newcomer awards in the local music awards presentation ceremonies. Jay is talented in both singing and composing and so far he has released 3 albums.

台灣 TAIWAN 孫盛希 Sun Shi Shi



孫盛希是第三代韓國華僑，自小在韓國文化下成長，但勤學中文，韓文英文皆通。唸大學時愛上音樂，亦喜歡創作，在學時隻身赴台灣並自薦到滾石唱片，其後參加華星比賽，即備受各方關注。多元文化衍生了孫盛希的多風格音樂，其首張專輯「GIRLS」以一年半的時間耐心泡製，歌曲呈現了一個少女的世界觀，細膩而温柔。

Shi Shi is the third generation of Korea born Chinese. She grows up in Korean culture, learns Chinese language studiously but also fluent in Korean and English language. While studying in university she finds her love in music and talent in composing, so she goes to Taiwan all alone and recommends herself to Rock Records. After that she participated in a Taiwan's major singing contest and begins to gain attention from others. Multi-culture fosters Shi Shi's multi-music style. Her first album has enjoyed a production period up to 18 months that brings along a refined piece of music work. This music album reflects a young girl's world outlook that is tender and exquisite.



日本 JAPAN GILLE

Gille來自宮崎縣，她在Youtube上載自己演繹的英文版AKB48" Flying Get" 一曲，一個月內得到一百八十萬點擊。2012年發行的首輯唱片「I Am GILLE」銷量突破十萬，成為當年日本Oricon銷售榜首次出版唱片的冠軍。Gille曾為多個電視劇集及JATA日本旅遊博覽作曲，唱作才華受到賞識，多次受邀出國表演。今年她將應「Diamond Voice」的邀請衝出日本。

Gille comes from the scenic, beautiful Miyazaki on the Island of Kyushu. During her YouTube exclusive debut, her English-language cover of the hit song "Flying Get" by AKB48, scored over 1800000 views in its first month. In July of 2012 GILLE's major debut album "I Am GILLE" was released to critical acclaim, selling more than 100000 albums and became 2012 Oricon Album Rankings, top-selling album in Japan amongst all debut artists. Since having written theme songs for nationally broadcast television dramas and the JATA Tourism Expo Japan, GILLE's career as a performer and song writer has blossomed. For GILLE, with numerous offers to perform abroad, 2015 has become the year when the "Diamond Voice" makes her first steps from rural Miyazaki Japan to the world.



韓國 KOREA The BARBERETTES

韓國三人女子組合，成員有Shinae An Wheeler，Grace Kim及So-hee Park。受著50至60年代樂隊如The Kim Sisters及The Andrews Sisters的影响，她們以自己獨特的唱和及懷舊風格演繹歌曲。去年春天發行首輯歌集「The Barberettes Volumn. 1」，她們隨即被當地熱捧為韓國獨一無二的女子懷舊組合。The Barberettes與別不同的唱和演出將可令大家重返音樂的黃金歲月。

The Barberettes are a 3-piece girl group consisting of Shinae An Wheeler, Grace Kim, and So-hee Park. The group reinterpreting retro sound in their own way with harmony influenced by groups from the 1950-60's, such as The Kim Sisters and The Andrews Sisters. Releasing their first album「The Barberettes Volumn. 1」last spring, they aroused a sensation that make them almost instantly become Korea's one and only classic girl group. Their one of a kind harmony and performance will take you back in time to a place where music is golden.

新加坡 SINGAPORE REUBY

新加坡備受矚目的新晉年輕創作歌手，Reuby擁有天使般的嗓音，其音樂創作帶著獨特的老靈魂風格。被華納新加坡發掘後，首波單曲 " My Sunshine" 發行立刻登上新加坡iTunes單曲排行榜冠軍。Reuby 將在今年展開其亞洲音樂之旅，先後到韓國，菲律賓，香港及印尼作宣傳。

Being Singapore's most promising new singer-songwriter, his vocal quality and song-writing skills reflect a uniquely old soul that sets him distinctly apart from his counterparts of the same generation. Discovered by Warner Music Singapore he released his debut single "My Sunshine" on National's day and immediately propelled to #1 on iTunes Singapore's Top Singles chart. In 2015 Reuby begins his music trip to Asia and visit Korea, Philippine, Hong Kong and Indonesia.



馬來西亞 MALAYSIA POOVA

Poova是多方位的馬來西亞歌手，詞曲創作者及製作人。2013年她在VIMA被提名三項獎項並獲獎為 "最佳流行歌手" 。她又在2014年獲得VIMA三項獎賞。同年Poova也同時在 "AIM馬來音樂頒獎典禮" （AnugerahIndustriMuzik，簡稱AIM）得到三項提名。毫無疑問， Poova的驚人實力，配合她自己的專輯，以及一起合作的音樂家正在一步步地被國際認可。

Malaysian born singer, songwriter, composer and producer, Poova is as multi-faceted as she is multi talented. Nominated for 3 VIMA awards and winner of best overall pop act at the VIMAs 2013, and winner of a further 3Vima awards in 2014 and nominated for an Anugerah (AIM) award 2014, there is no doubt that Poova, an amazing international class performer, from her own albums to collaborations with other artists, is what Malaysia's international music scene is all about.



泰國 THAILAND Kingkong & the Chum

二人組合包括琴鍵手 Jittanit Bhanichvit (Chum) 及結他手 Sukrite Suwan (Kingkong)。兩位成員出道時均為獨唱歌手，知音相遇後組成樂隊Kingkong & the Chum並進行公開表演。他們結合兩年後於2014年發行首輯歌集。首隻歌曲名叫「猿猴的星球」。這是他們自己全心全意製作的歌集，由作曲，編曲，填詞以至MV製作都沒有假手他人。他們希望籍歌曲為聽眾帶來歡樂愉快。

The group has two members: Jittanit Bhanichvit (Chum) –Vocal & Keyboard and Sukrite Suwan (Kingkong) – Vocal & Guitar.
Started off as solo artists, and after releasing several compilation albums and performances at music festivals in Thailand, they decided to gather a band called, Kingkong & the Chum; Kingkong on guitar and vocal, and Chum on keyboard and vocal. They began to perform at pubs, special events, hotels and weddings routinely. In 2014, two years after the band was formed, they released a non-labeled extended play album. The first single is called "Planet of the Apes". It was a whole heartedly self-made album, from music & lyrics to music video. The band hopes to spread songs that can bring joyful atmosphere and delighted moment to listeners.





〖HKAMF 2015〗

亞洲超級新星大賽 SUPER NOVA CONTEST

評審團 The Adjudicator Panel

評審團由八人組成，每個參與的國家 / 地區均應邀
選派一位國際知名音樂人代表出任評審。
The Adjudication Panel consists of 8 music industry celebrities
from each participating country/territory.

2015亞洲超級新星大賽香港區選拔委員會
委員：
- 陳家揚 (電視廣播有限公司)
  助理總監 綜藝及音樂科
- 周國豐
  香港電台第二台 節目總監
- 何紀秋 (商業電台)
  叱咤903事務經理
- 董菁菁 (C.A.S.H.)
  主管 – 企業傳訊部
- 馮禮慈 (資深樂評人)
- 陳慧中 （亞洲電視有限公司）
  音樂發展科 助理總監
- 黃啟聰
  Headlines 出版人、 資深樂評人

HKAMF 2015 Super Nova Contest Hong Kong Selection Panel
The Members :
- Philip Chan (TVB)
  Assistant Controller Variety and Musical Department
- Brian Chow (RTHK)
  Head of Radio 2
- Jessica Ho (CR2)
  Channel Manager of Commercial Radio 2
- Candy Tung (C.A.S.H.)
  Head of Corporate Communications
- Fung Lai Chi (Music Critic)
- Chan Wai Chung Rachel （ATV)
  Assistant Controller, Music Development Department
- Manfred Wong (Headlines)
  Publisher and Music Critic



中國 CHINA 譚天玄 Tian-xuan Tan

譚天玄先生，廣東廣播電視台副總編輯，一級文學編輯。畢業於《星海音樂學院》，先後擔任廣東電臺音樂之聲總監，太平洋影音公司總經理，廣東電臺副台長，南方廣播影視傳媒集團副總編輯，廣東廣播電視臺副總編輯。是中宣部全國宣傳文化系統「四個一批」人才，同時兼任中國廣播電視協會廣播文藝委員會副會長，中國廣播電視協會科教傳播工作委員會副會長，廣東省流行音樂協會副主席，廣東省首屆廣播影視名家。從事音樂傳播工作28年，策劃了「音樂先鋒榜」、「粵語歌曲排行榜」、「廣州國際音響唱片展」、「全國汽車音樂榜」等音樂活動，皆稱譽業內。

Mr. Tian-xuan Tan, National First-Grade Literature Editor, presently served as Vice Editor-in-chief of Guangdong Radio & Television . He graduated from “Xinhai Conservatory of Music” ，successively carried the position of Director of MusicFM, Radio Guangdong, General Manager of Pacific Audio and Video Corporation, Deputy Director General of Radio Guangdong and Vice Editor of Southern Media Corporation.

Mr. Tan, labeled as an outstanding artist of the national culture promotion and publicity system. He also held various positions in his professional career: Vice President of China Television Radio Art Committee and Science Education Communication Committee, Vice Chairman of Guangdong Provincial Association of Popular Music and on the list of the first Guangdong Radio Television Famous Expert. He has worked in the music communication field for 28 years long, master planned and produced music events like “Music Pioneer Charts”, “Top Cantonese music billboard”, “Guangzhou International Audio and Video Fair” “Auto Music Top List” etc.. They all enjoyed high reputation in music industry.



香港 HONG KONG 許愿 Clarence Hui

香港著名明星導師，幫助藝人提升和打造在舞臺上和鏡頭前的專業形象和市場定位。學生包括：林憶蓮、張學友、郭富城、葉德嫻、陳小春、何韻詩、鄧紫棋等。

許愿老師是一位資深音樂人和作曲家，製作音樂專輯30多張，一半以上超白金銷量，超過八十首上榜歌曲，冠軍歌曲更有二十八首之多，包括：《愛上一個不回家的人》、《今生今世》、《傾斜》、《除非...是你》、《願》、《追》等。獲獎和提名多個獎項，包括榮獲IFPI 唱片大獎 和最佳唱片監製大獎。

許愿老師參與制作35部電影，合作過的藝人和導演有成龍、周星馳、張國榮、陳可辛、劉偉強等。聯合監製的電影有外語片《A Man Like Me》和由他創作故事的《金枝玉葉》。他還是一位著名的形象設計師、演唱會、大型項目監製和藝術總監。他的音樂和製作幫助了推動和提升了不只一代的香港娛樂文化。

An IFPI Grand Prize recipient, Mr. Clarence Hui is an entertainment guru who is expertise in many areas of the entertainment business. As a music record producer, he has produced over 30 albums, half of which went platinum, receiving numerous awards including Best Producer Award.

As an artist manager, he contributed to the success of superstars such as Sandy Lam, Moses Chan, and Jordan Chan, just to name a few. He has also worked on 35 feature movies, over ten musicals, and numerous concerts and TV shows, collaborating with some of the renowned artistes from different generations achieving much notable success.

His work elevated the standard of many areas of the Hong Kong entertainment industry.



台灣 TAIWAN 姚謙 YAO, Chien

華語流行歌壇寫詞人、製作人、音樂經理人。歷任點將、SONY唱片負責人、EMI 科藝百代唱片總經理，Virgin 維京唱片總經理、大國大熊星唱片總經理，現任大熊星國際多媒體總經理。二十多年來陸續與吳彤、李心潔、林宥嘉、袁泉、張清芳、伍思凱、江蕙、CoCo 李玟、王力宏、盧澄慶、蔡健雅、林憶蓮、蕭亞軒和劉若英等樂壇巨星共同創造了不少好專輯與歌曲，個人發表原創歌詞600多首。

在電影音樂領域，姚謙也同樣熱衷，早在 1989 年<魯冰花>在臺灣金馬獎上「最佳電影插曲獎」。2006 年香港電影金像獎憑<如果愛>一舉奪得「最佳原創電影音樂獎」。目前姚謙正積極從事兩岸三地文化交流及文創工作。

He is a lyric writer, producer and music manager. He worked as the president of Wildfire Music and Sony Music, Chief Manager of EMI Taiwan, Virgin Music and Music Nation Group. Now he is the Chief Manager of Music Nation Ursa Major Ltd. He has produced albums and music with several music stars including Wu Tong, Angelica Lee, Yoga Lin, Yolanda Yuan, Stella Chang, Sky Wu, Jody Chiang, Coco Lee, Leehom Wang, Harlem Yu, Tanya Chua, Sandy Lam, Elva Hsiao and Ren'e Liu etc.. He has published more than 600 original lyrics individually.

He is also full of passion in movie music. He won “Best Film Music Award” of Taiwan Golden Horse Awards by “The Dull-Ice Flower” in 1989. In 2006, he won “Best Original Film Score” of Hong Kong Film Awards by “Perhaps Love”. Now he is active in culture exchange and creation work among Mainland China, Hong Kong and Taiwan.



日本 JAPAN her0ism

日本知名作曲家及製作人，曾獲70多個白金及金唱片獎項，多首作品登上日本及全球流行曲榜首位。

在東京出生，童年在美國渡過。 3歲便愛上音樂。他認為自己不可以每日都是英雄，但可以成為欣賞自己歌曲者的英雄，所以用上了英雄氣概這個筆名。作品銷量超過200萬，日本歌手NEWS，Kis-My-Ft2，TVXQ，JUJU，Kylee，AKB48；香港歌手陳柏宇及林奕匡均曾演繹其作品。他希望作品能永垂於世，亦努力向格林美音樂獎項邁進。

Songwriter/Producer with 70+ Platinum/Gold Awards and numerous #1 records in Japan & Worldwide Hits her0ism was born in Tokyo and spent the childhood in USA.

He loves good melodies regardless of a genre from 3 years old. "Can't be a hero in the everyday life, but I thought that I should have been able to be a hero for the person who heard my music". So he assumed a writer name "her0ism". He has sold over 20 million units and had many #1 hits with top artists NEWS, Kis-My-Ft2, TVXQ, JUJU, Kylee, AKB48, Helena Paparizou, Cho Yong Pil just to name a few. In Hong Kong, his song is known as Wu Xian by Jason Chan & Phil Lam (originally released in Japan as Manazashi by Honey L Days). Based in Tokyo and co-writing also in LA partnering many renowned song writers. He always tries to make evergreen music that is sung by people over 100 years and to get a Grammy award.



韓國 KOREA Byoen, Serngbok

Byoen, Serngbok現擔任First Media Company行政總裁以及韓國EMT ACADEMY會長。

自1990起，他便一直從事錄音監製及導演工作。曾合作過及製作過的專輯包括Fin.K.L.、水晶男孩、劉承俊、蘇燦輝、Cool、RIAA、Jinju、JaJa及2002世界盃備忘。他亦曾參與數套電影及電視劇之工作。

近年他致力於 Keum Dan-Bi 等新晉偶像的音樂製作，引領韓國音樂潮流。

Byoen, Serngbok is the chief executive officer of First Media Company and president of EMT ACADEMY of Korea. Since 1990, he has been working as a producer and director of sound engineer.

The artists and the albums he had worked with and produced are Fin.K.L., Sechs Kies, Yoo SeungJun, So Chan-Whee, Cool, RIAA, JinJu, JaJa, 2002 World Cup Remark. He also worked for several movies and dramas.

Recently he focuses on the music production for Keum Dan-Bi and other new idols that lead the K-Pop trend.



星加坡 SINGAPORE Dick Lee

Dick於1971年出道，當時只有15歲的他自組年青組合Harmony，其後他與哥哥姐姐另組樂隊 "Dick And The Gang" 並多次亮相電視演出。

在1970-80年代，Dick成功地把亞洲元素注入流行音樂，呈現在他創新的專輯《Life in the Lion City》(1984)、《The Mad Chinaman》(1989) 更得到廣泛關注，在短短三個月就取得白金唱片的佳績。

1990年，Dick移居日本，繼續以他的獨唱作品塑造新亞洲人的身份，同時也與亞洲頂尖的藝人包括香港的林憶蓮、日本組合Zoo等合作。至今他已為張學友、劉德華、鄭秀文、梅豔芳、宮沢和史、孫燕姿等亞洲頂級歌手譜寫了無數的歌曲。李迪文也對於音樂劇場和音樂劇的創作非常熱衷，濱海藝術中心劇院的開幕獻禮《紫禁城》(2003)，大受歡迎，其後亦參與2005由張學友主演在亞洲巡演的《雪•狼•湖》。

由1998-2000年，Dick是新力音樂亞洲藝人與歌曲部駐香港的區域副總裁。他也曾擔任過三屆電視歌唱比賽節目 Singapore Idol 的評委。

2013年，Dick成為首位亞洲流行藝人榮獲"史坦威藝術家"的稱號。

The Dick Lee phenomenon started in 1971 when, at the age of fifteen, Dick participated in various talent contests with the group, Harmony, and Dick and the Gang (teaming with his siblings).

Throughout the 70s and 80s, Dick championed the inclusion of Asian elements in pop music. His pioneering album, LIFE IN THE LION CITY (1984), won acclaim for just that. but the album that shot him to regional prominence was his 1989 release, THE MAD CHINAMAN, which achieved platinum status in Singapore in 3 months.

In 1990 Dick moved to Japan where he continued to develop the new Asian identity through his solo work, as well as collaborate with top Asian artistes like Sandy Lam from Hong Kong and Japanese group Zoo. He has to date, written countless songs for the top singing talents in Asia including Jackie Cheung, Andy Lau, Sammi Cheng, Anita Mui, Miyazawa of The Boom and Stephanie Sun amongst others. Dick is also passionate about musicals. He has written many staged musicals including FORBIDDEN CITY (2003), which opened the Esplanade in Singapore, and Jacky Cheung's acclaimed SNOW.WOLF.LAKE (1997), which toured Asia in 2005.

In 1998, Dick moved to Hong Kong where he was appointed Regional Vice-President of Artiste and Repertoire at Sony Music Asia where he stayed till the end of 2000.

He has also participated in 3 seasons of the highly-rated television show, Singapore Idol, where he was a judge.

In 2013, Dick was conferred the honour of being named a Steinway Artist, by the world-renown piano company Steinway & Sons, joining the ranks of the top practitioners of the piano, and the first Asian artiste in the pop genre to be honored.



馬來西亞 王禮霖 MALAYSIA Jin Ong

資深唱片/經紀人以及電視電影製作人。1999年參與大馬首創網絡媒體並擔任娛樂開發部專員，2000年正式加入大馬SONY MUSIC，2005年轉任廣播電臺節目品牌經理，而後再加入海蝶集團並出任大馬區副總裁。他在2010年自立門戶，除了製作無數張音樂專輯之外，也製作了4部偶像劇以及1部電影。同時也是大馬唱片業公會「2013年中文音樂頒獎典禮」的籌委主席。去年憑第2部電影企劃「分貝人生」參加臺灣「第8屆金馬影展之創投會議」，從127份初選作品進入決選25份作品，再經由評審團陳可辛導演，製片李烈以及發行製片人施南生評選之後，脫穎而出奪得「百萬首獎」，這也是金馬獎開辦「創投會議」以來第一次由馬來西亞奪得大獎。

Jin Ong, an experienced artiste management manager in music industry. He is also involved in drama and film production in Malaysia. He started his career in entertainment industry by joining Sony Music in 2000 and subsequently became brand manager for a leading local radio station. In 2006 he joined Halo Music as Assistant General Manager. In 2010 he set up his own company and acted as director. The dramas he had produced during 2008 to 2013 were [Love 18] ，[Yes Sir]，[I, My Brother]，[Backlight Lover]）and together with one movie [The Gathering]. He was also the Chairman for Malaysia RIM 2013 Award. He was the 1st prize winner of Film Promotion Project (FPP) of Golden Horse Award Taiwan in year 2014 and this is the first time Malaysia ever won this award.



泰國 THAILAND Jirapan Ansvananda

Jirapan Ansvananda是一位泰國多才多藝的音樂人。他同時是作曲作詞人、音樂導演、監製、吉他手及大學講師。現時他正擔任泰國藝術大學音樂學院講師，亦是Rangsit University的音樂總監。他曾參與之音樂活動如下：

- 2014年泰國國立法政大學八十週年音樂會音樂總監
- 2013年為泰國國立法政大學八十週年校慶製作音樂雙專輯
- 2012年擔任Youngsters Forever Young 演唱會總監及監製
- 華欣爵士節以及為歌萊美唱片發表專輯「My Imageries」

Jirapan is a multi-talented figure in Thailand. He acts as composer, song writer, music director, producer, guitarist and lecturer. Currently he is lecturing in the Faculty of Music, Silpakorn University of Music and Conservatoire, and as the music director of Rangsit University. A few of his music tasks are as follows:

- Music Director for Thammasat University 80th Anniversary Concert 2014
- Produced double albums for Thammasat University 80th Anniversary 2013
- Music Director and Producer for the Youngsters Forever Young Concert 2012
- Hua Hin Jazz Festival and released album "My Imageries" for GMM Grammy



［HKAMF 2015］

香港亞洲流行音樂節
Hong Kong Asian-Pop Music Festival

商貿論壇
Business Forum

日期 Date ：26/03/2015 (星期四Thursday)
時間 Time ：11:00 – 12:30
地點 Venue ：香港會議展覽中心S221室 Room S221, Hong Kong Convention and Exhibition Centre
主辦單位 Organisers ：香港貿易發展局 Hong Kong Trade Development Council
國際唱片業協會（香港會） IFPI (Hong Kong Group)
主題 Theme ：拓展亞洲音樂市場，網絡平台商機無限 Lighting Up Music Market in Asia with Surging Digital Platform

主旨 Objective

這次商貿論壇將邀請來自海外及本地的講者，一同展示和探討音樂行業跟不同新媒體及產品模式在亞洲國家與地區的最新發展及商機。

This Business Forum will explore the business opportunities among Asian countries/regions on the new development of music sector in relation with various new media and new product formats via presentations conducted by overseas and local industry professionals.

時間 Time	程序表 Programme
10:30 – 11:00	入場登記 Registration
11:00 – 11:05	司儀簡介論壇內容 Introduction by MC
11:05 – 12:05	嘉賓講者 Speakers - Facebook亞太地區戰略合作主管　張健先生 Mr Ken Cheung, Head of Media Partnerships, Asia Pacific Facebook - 樂視網副總裁兼樂視音樂董事長　雷振劍先生 Mr Lei Zhenjian, Vice President, Letv.com and President, Letv Music - Spotify 亞太區唱片公司關係董事　Mr. Tan Chee Meng Mr Tan Chee Meng, Director of Label Relations, Spotify (APAC)
12:05 - 12:20	問答環節 Questions & Answers Session
12:20 - 12:25	致送紀念品 Souvenirs Presentation
12:30	論壇結束 End of Forum

* 節目程序如有變動，恕不另行通知 Programme subject to changes without prior notice



講者 Speaker

張健 Ken Cheung

Facebook 亞太地區戰略合作主管
Head of Media Partnerships, Asia Pacific Facebook

張健現為 Facebook 亞太地區戰略合作主管，專責 Facebook 和 Instagram 平台上跟新聞，體育，娛樂，時裝，大型活動和公眾人物的合作。張健在澳紐，東南亞，大中華，印度和日韓地區擁有近二十年科技，媒體和娛樂行業的豐富經驗。在加入Facebook前， 張健曾任英國廣播公司數位業務主管，華納音樂集團高級副總裁和騰訊科技總經理。張健畢業於倫敦商學院，香港中文大學和英屬哥倫比亞大學。

Ken Cheung is the Head of Media Partnerships, Asia Pacific at Facebook. He leads a team focusing on strategic partnerships of Facebook & Instagram across news, sports, music, TV, film, fashion, public figures, major events, influencers and causes. Having worked across Australasia, Southeast Asia, Greater China, India, Japan and South Korea for almost two decades, his experience has covered various entrepreneurial and leadership roles in technology, media and entertainment companies. Prior to Facebook, he was the Head of Digital at BBC, Senior Vice President of Warner Music Group and General Manager of Tencent. Ken is an alumnus of London Business School, The Chinese University of Hong Kong and University of British Columbia.



講者 Speaker

雷振劍 Lei Zhenjian

樂視網副總裁兼樂視音樂董事長
Vice President, Letv.com and President, Letv Music

雷振劍於2011年加盟樂視網，擔任副總裁、樂視音樂董事長、樂視體育CEO職務，主要負責影視、音樂、體育等內容的整體運作和管理工作，雷振劍任職期間，創建了樂視音樂及樂視體育，並一手將樂視音樂締造為中國最具專業影響力的音樂媒體平台、最大的音樂現場直播服務平台、付費演唱會模式的開創者、產業鏈垂直整合的先行者。

在雷振劍的領導下，樂視音樂多次成功舉辦極具影響力的大型音樂會、演唱會、音樂節，並積極開拓付費模式。2014年，樂視音樂推出“現場演出+付費直播”的全新商業模式，大獲成功，引發行業注目。

加盟樂視前，雷振劍在音樂領域已經擁有十餘年的豐富經驗，並對音樂產業持有獨道的見解，被媒體和業界人士尊為音樂產業的先行者。2003年，雷振劍創建新浪音樂頻道，成為在互聯網平臺為樂迷打造專屬音樂家園的先行者；2007年，創建中國最早的正版數位音樂平臺，將媒體與音樂產業管道打通；2009年，創建MySpace中國版音樂人平臺，成為中國最早在社交平臺創建音樂製作及分享產品的理念提出者。

Lei Zhenjian joined Letv in 2011 as Vice President, and subsequently took on the roles of Chairman of Letv Music and CEO of Letv Sports. Mr. Lei oversees administration, operations, and programming of movie, TV, music, and sports channels.

Mr. Lei was responsible for creation of Letv Music and Letv Sports. From its inception, Letv Music forged a new identity and quickly became China's largest and most influential digital music platform. It has also become the country's biggest platform for live music services, and has introduced a payment model for streaming of live concerts. These innovations have cast Letv Music as a pioneer in the vertical integration of China's music industry.

Under Mr. Lei's leadership, Letv Music has organised a number large-scale concerts featuring many influential artists, along with high-profile ceremonies and music festivals. He has also actively explored the online payment model for live performances. In 2014, Letv Music launched the "Live Show + Premium Live" online service as a new business model. The service has experienced great success and is already widely recognised in the industry for its innovation and excellence.

Mr. Lei came to Letv with more than 10 years experience in the music industry. With his unique insights and creativity, he is regarded as a pioneer in China's burgeoning music industry. In 2003, Mr. Lei created Sina Music, and through his foresight and direction, it became a major online digital music platform community for millions of music fans in China.

In 2007, with Mr. Lei at the helm, Sina Music created China's first legitimate digital music platform, which opened up channels between the media and music industries. In 2009, Mr. Lei created a Chinese version of the music platform for MySpace.cn, which positioned itself as a social platform for interaction and value-added services targeting musicians and fans.



講者 Speaker

Tan Chee Meng

Spotify亞太區唱片公司關係董事
Director of Label Relations, Spotify (APAC)

現任 Spotify 亞太區的唱片公司關係董事，負責全區的音樂業務並統籌亞太區域與音樂相關的藝人推廣及市場營銷,完整規劃Spotify在亞太區與唱片公司的合作。

他在音樂產業有超過20年的工作經驗，特別是在創新數碼音樂的貢獻。在加入Spotify之前，他為SingTel的音樂服務提升用戶數,拓廣音樂授權內容,營收的卓越表現讓SingTel 穩坐亞洲電信領導地位。Chee Meng 亦曾於 MTV Asia擔任高層，帶領該電視網絡進行音樂數碼化。

Tan Chee Meng is Director of Label Relations at Spotify where he oversees label relations in Asia. In this role Chee Meng manages Spotify's day-to-day relationships with record labels, directs all music content across the service, and oversees artist marketing and promotional activities in the region.

Chee Meng has over 20 years of experience in the music industry with a focus on innovation in the digital space. Prior to his role at Spotify, Chee Meng served as Director, Music at SingTel where he was responsible for the growth, licensing and monetization of the music services in the region's leading telco.

Chee Meng has also held senior roles at MTV Asia, where he led the network's foray into digital music, and ran international marketing at Sony Music Entertainment in Asia.

表演嘉賓 Performing Guest



Anda

韓國首爾人，畢業於成均館大學表演藝術系，2012年推出首張單曲「不要問」，取得極大迴響，其獨特的聲線和才華得到歌迷肯定。2013年代表韓國參加香港亞洲流行音樂節，其後受香港英皇娛樂垂青並簽約為旗下歌手。

Anda comes from Seoul of Korea. She graduated from the Department of Theatre of Sungkyunkwan University. In 2012, she released her first single "Don't Ask" and got huge feedback. Her unique voice and talent got positive affirmation from music fans. In 2013, she represented Korea as a contestant participating in the Hong Kong Asian-Pop Music Festival. After that, she is appreciated by Emperor Entertainment Group of Hong Kong and signed up as a contract singer.

大會司儀 Master of Ceremonies



黃子佼 Mickey Huang

台灣著名主持及藝人，活躍於亞洲各地。至今已在中國內地、台灣及星馬地區擔任過數百個電視節目、頒獎禮、新聞發佈會等其他活動的主持，當中主持過的大型活動包括多屆台灣金曲獎頒獎典禮、金馬獎頒獎禮及KKBOX數位音樂風雲榜等等。豐富的主持經驗及技巧亦為他贏得多個主持獎項，包括分別在2000年、2001年及2013年三度獲得台灣金鐘獎綜藝節目主持人獎。

除主持工作外，黃子佼亦是一名音樂人，曾自製十張專輯，及為多位著名歌手包括郭富城、林志穎、李玟、許志安等撰寫歌曲歌詞。他曾出演電影、電視劇，撰寫及出版多本著作、雜誌專欄，以及參與設計工作等，是一名多才多藝的藝人。

Huang is a famous Taiwan MC and artiste and active in different Asian regions. He has hosted hundreds of TV programs, awards presentation ceremonies, press conferences and other events in Mainland China, Taiwan, Singapore and Malaysia. The huge events he has hosted included Taiwan Golden Melody Awards, Golden Horse Awards and KKBOX Music Awards. His hosting experience and technics won him lots of MC awards including winning for three times the "Best Host in a Variety Programme" of Golden Bell Awards in 2000, 2001 and 2013 respectively.

Besides hosting, he also does music works. He produced ten albums, and wrote lyrics for many well-known singers including Aaron Kwok, Jimmy Lin, Coco Lee and Andy Hui. He also acted in movies and TV dramas; wrote and published books and magazine columns; made designs. Those prove him to be a versatile artiste.



李志剛 Alex Lee

李志剛，香港電台第二台著名唱片騎師，音樂知識及主持經驗豐富，曾擔任多個大型綜合性節目司儀，包括：「香港電台十大中文金曲頒獎典禮」「CASH流行曲創作大賽」「香港慶回歸大匯演」「新春花車巡遊」「香港美酒佳餚巡禮」等大型活動，亦曾擔任有線電視、亞州電視、NowTV、衛星電視 Channel V 音樂節目主持，現主持香港電台第二台節目「Made In Hong Kong」及「環球榜」，對國際樂壇及亞州流行音樂極為熟悉，是流行樂壇的活字典。

Alex is a renowned disc jockey of Radio 2-Radio Television Hong Kong. He has profound knowledge of music and considerable experience in program hosting. He has acted as master of ceremony for many specials and events like the "Top Ten Chinese Gold Song Awards Presentation, the HKSAR Handover Ceremony, International Chinese New Year Night Parade etc. He has also hosted music programs of Cable TV Hong Kong, Asia Television Limited and Channel V. Alex is most knowledgeable in international music and he is identified as a dictionary for pop music.



糖妹（黃山怡） Kandy

女唱作歌手糖妹，曾為多名知名歌手作演出嘉賓包括 S.H.E、蘇打綠、范曉萱、許哲珮、Olivia、伍佰及林宥嘉等，奠定了實力演唱派基礎。

糖妹除音樂創作外，更參與多個電影、電視劇演出及電視節目主持。甜美的外形更獲廣告商垂青，成為新一代廣告小天后。

性格開朗的糖妹亦參與無數慈善活動，並為不同的團體作慈善大使。

近年更投入寫作方面發展，除於雜誌及報章定期發表文章外，更推出散文集、旅遊書及寫真集。

Kandy is a composer artist . She has worked with some well-known singers as performing guests, including S.H.E, Sodagreen, Mavis Fan, Peggy Hsu, Olivia Ong, Wu Bai and Yoga Lin, laying the basis for the strength of her live performances.

Besides music creation, she has also participated in several movies, TV dramma performances and television program hosting. Kandy's caressingly sweet image has gained her a lot of attention and interests from advertisers, and she is becoming the new favorite for advertisements and business endorsements.

With her cheerful personality, Kandy has also participated in many charitable events, and taken up the role in being the ambassador of goodwill for some charity groups.

In recent years, Kandy has been investing more time and effort in writing, besides her columns on magazines and newspapers, she has also released a collection of essays, travel books and photo portfolios.

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國際唱片業協會（香港會）

國際唱片業協會（香港會）有限公司是香港唱片行業的代表機構，於1967年成立，是國際唱片業協會(IFPI) 建立的45個聯盟成員之一。

該會致力於打擊音樂盜版以及保障版權、發展會員的共同利益、推動市場開發及完備的版權法例，以及介紹新科技以推動唱片業發展。

國際唱片業協會（香港會）的會員來自香港絕大部分之錄音錄像版權人及代理商，囊括本地及國際之音像及卡拉OK版權，藉此有效地簽發音像製品之廣播及公開播放有關牌照。

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ABOUT IFPI (Hong Kong Group)

Established since 1967, International Federation of the Phonographic Industry (Hong Kong Group) Limited is the representative recording industry organization in Hong Kong. It is one of the 45 federation members of IFPI Worldwide.

IFPI (Hong Kong Group) aims to protect copyright by fighting against music piracy, drive common interest of members, promote fair market access for HK`s development, develop legal amendments and propose new technology for the industry to prosper.

Its membership covers the very majority of record companies that create music copyrights and/or import music products for exploitation under license in Hong Kong.

贊助及支持機構
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香港亞洲流行音樂節2015得以圓滿舉辦，有賴多間機構的鼎力支持及慷慨贊助。謹代表活動籌委會向以下機構致上衷心感謝。

籌委會主席　吳雨

On behalf of the organizating committee of HKAMF 2015, I sincerely offer our gratitude to the following organizations for their generous support and sponsorship that contribute to the success of the event.

Chairman　Ng Yu

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此課程專為 "DSE文憑 / 高級文憑 / 副學士 / 毅進文憑" 學生而制定，課程涵蓋理論、實習、演出及專業技能等不同學習層面，全面性幫助學員認識和掌握歌唱及演戲的基本技巧，擴闊學員在演藝領域的視野，體驗演藝行業的獨特文化及清楚了解這行業的未來發展路向，為將來有志投身娛樂行業、深造、比賽及演出之人士做好充足的準備。

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課程費用

面試及報名費：港幣$300 (不設退款)　全期學費：(兩年)港幣$69,800*　(本課程提供免息分期付款服務)

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